Intercontinental solution for label printing

"eXtra4" controls the data transfer from Rio onto labels in Frankfurt and London

Birkenfeld, Frankfurt, Rio, 17/07/2015. For their long-term customers in Brazil, the specialists at ID technology provider Ferdinand Eisele GmbH have developed a labelling solution that bridges continents. "eXtra4", the company's label printing software was expanded specifically for this application by the new program module "eXtra4monitor".

The customer from Brazil with its headquarters in Rio de Janeiro and a subsidiary in Frankfurt has counted among the labelling experts' clientele for more than a decade. The international jewellery house with 160 shops in 12 countries - 2 of them in Germany - so far has sourced labels primarily at eXtra4 Labelling Systems, the brand of Ferdinand Eisele GmbH in Birkenfeld near Pforzheim. When Frankfurt also requested hardware for the first time at eXtra4, the project "intercontinental label printing" gets rolling with the sale of a thermal transfer printer TSC 343C.

A new printer as project entry

Hartmut Kasper, responsible for the project in the EDP team of "eXtra4", recalls: "In 2014, we received an emergency call from Frankfurt. There at our customer's the label printers had suddenly

failed and they wanted to buy the same type as replacement from "eXtra4 Labelling Systems". But as we know market and devices exactly, we strongly advised to choose a different manufacturer. To allow our customer to get a clear picture on site, we initially placed the device at their disposal on loan. The advice given by us "eXtra4 specialists" convinced them and so the jewellery house decided to rely on our know-how for the whole labelling issue there."

"eXtra4monitor" instead of data transfer via e-mail
Formerly it was customary at the world famous jeweller to send the product data with which labels were to be printed and merchandise was to be tagged, as data packets, label by label via e-mail from Rio to the world. On site, the international subsidiaries then had to export the data from the e-mail, send them onto printers and edit the corresponding labels. This was cumbersome and error-prone.

Today "eXtra4monitor" monitors the data transfer. Specifically, this means: The headquarters in Ipanema sends data via the Internet into a file directory that "eXtra4monitor" checks continuously on data input. Arrived data are automatically forwarded to the label printing program "eXtra4". An appropriate layout has been stored there in advance for the desired label with details of printing temperature, number and size of lines, typeface design as well as barcode. Based on the layout specifications, "eXtra4" embeds the data material in the

respective printer language, activates the thermal transfer printer

TSC 343C and triggers the correct label printing.

However, the software module "eXtra4monitor" can do even more: It

is also able to monitor the input of data held in a data directory

instead of a database and to read them out then. One solution was

already implemented that controls the printing via several parallel

printers being equipped with different labels. It is also possible to use

a cloud-based system such as "Dropbox" for data transfer or to install

a database for this purpose directly in the cloud.

Export success with products as well as services

"Projects on an international level such as the solution in Brazil are

no longer a rarity now for 'extra4 Labelling Systems' ", says CEO

Alex Schickel ."We have been expanding our representative network

continuously in Europe and beyond. We currently cover more than 30

countries with representatives and handle numerous fairs with these

and with our HQ manpower. So we were able to increase our export

share to 50% in the recent years. Sending labels around the globe

has been everyday business for us for a long time. But also our

software is required worldwide as it is available in many languages

and support is provided for it in English. Our customers appreciate

"Made in Germany" with our products as well as with our services.

This is because quality from Germany for us at "eXtra4 Labelling

Systems" means to provide solutions that work seamlessly with the customer - no matter where in the world."

In the international jewellery house in Brazil they were so convinced by the smooth functioning of the new solution that now the London subsidiary works with it, too.
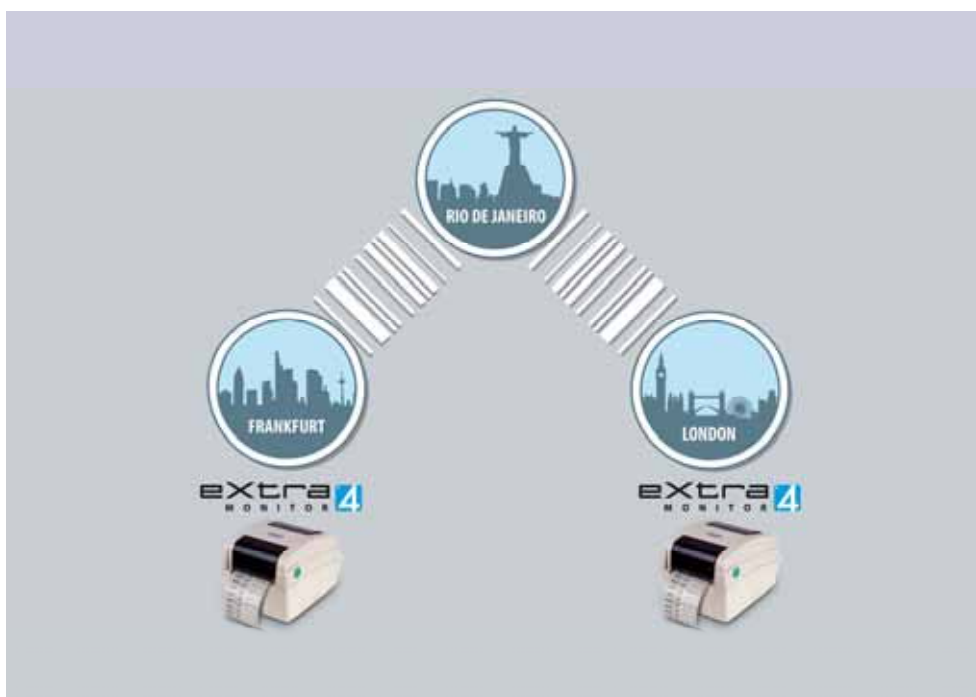
Bildmaterial mit Bildunterschriften

Fig. 1: Intercontinental solution for label printing

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**Fig.2: Hartmut Kasper with his colleagues of the "eXtra4
support team", Kay Sonntag and Thomas Peters (f.l.t.r.)**

**Fig.3: Alex Schickel, General Manager of Ferdinand Eisele
GmbH**